



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/22 thru 08/28.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Aug 22, 2008

NATIONAL SUMMARY

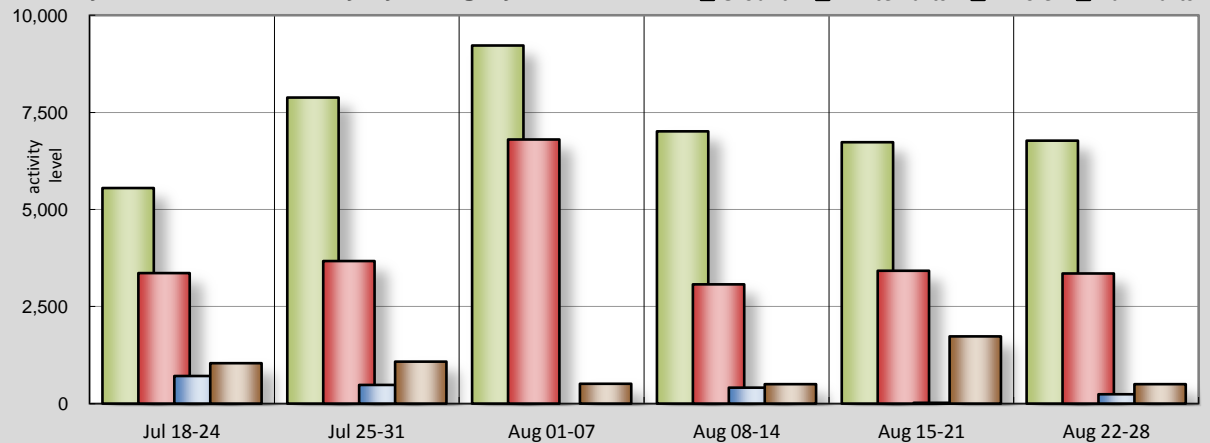
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	38.1% of 18,000 outlets		45.5% of 18,000 outlets		46.7% of 17,000 outlets	
Special Rate ^{4/}	7.5%		7.2%		2.4%	
Activity Index ^{2/}	12,210		13,160		12,680	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	30	1.59				
" - Toms	30	1.59				
Frozen - Hens	90	0.98	20	1.34	290	1.12
" - Toms	90	0.98			290	1.12
PARTS:						
Breast:						
Bone-in, whole						
Fresh	220	2.36	60	2.41	290	1.88
Frozen	1,150	1.37	660	1.73	280	1.63
Hotel Style						
Fresh					60	1.10
Frozen			120	1.99		
Split, bone-in						
Fresh	220	2.50	40	2.99		
Rotisserie	270	7.58	1,040	7.62	1,840	7.33
Boneless, whole						
			20	4.49	110	3.99
Cutlets	630	4.53	970	4.21	970	4.81
Cutlets, thin sliced			80	3.99	250	4.79
Strips	130	4.99	20	3.17		
Tenders	730	4.23	410	4.26	370	3.97
Marinated Tenders	1,190	4.06	980	3.88	1,550	3.83
GROUND TURKEY:						
Drumsticks	40	1.29	760	1.45	120	1.31
Thighs	40	1.42	180	1.49	10	1.58
Wings	30	1.42	750	1.46	60	1.29
Necks			20	1.49	40	1.29
Smoked Drumsticks	130	1.59	10	1.40		
Smoked Wings	130	1.59	10	1.40	40	1.39
Smoked Necks	130	1.59				
Patties	1,300	3.01	1,310	2.62	800	2.53
Sausage	1,290	2.51	360	2.60	910	2.50
85% lean	630	1.96	1,230	1.93	1,780	1.70
93% lean	2,260	2.60	2,390	2.50	1,200	2.30
Breast	1,290	4.10	1,440	4.34	830	3.92
Rolls (frsh/frz 1 lb.)	160	1.62	280	1.49	590	1.21

Note: rolls not included in ground fresh ground turkey total and weighted average.

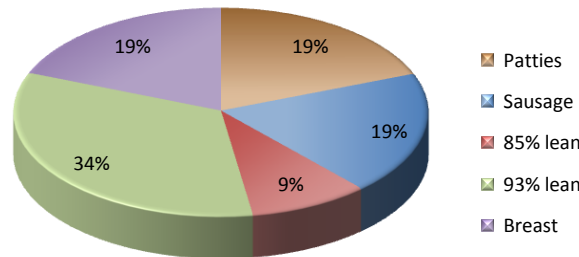
This Week's Turkey Feature Highlights

Feature activity slows in the Eastern and Central regions, but increases in the Western region as over half of the stores in the West are promoting turkey. Special "no price" ads continue to be popular. Offers remain light on whole turkeys with some attractive pricing on frozen hens and toms. Fresh and frozen bone-in breasts are heavily promoted in the East and Central regions and some prices in the Central region will be hard to resist. Fewer stores offer rotisserie breasts this week. Most boneless white parts are offered at higher trending prices. Only tenders have a slightly lower average price. Fresh drums and wings retreat from last week in both volume and value while the smoked parts are popular this week. Ground turkey is offered at about the same frequency as last week. The weighted average price is higher due to sharply higher on patties.

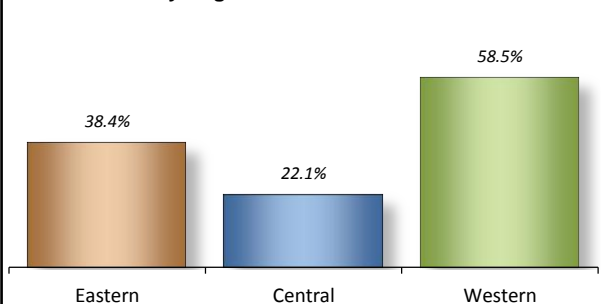
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Feature Rate by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY)		
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}	38.4% of 8,100 sampled outlets 3.6% of stores w/ no-price promotions Activity Index = 7,680			22.1% of 5,650 sampled outlets 3.7% of stores w/ no-price promotions Activity Index = 1,460			58.5% of 4,250 sampled outlets 20.0% of stores w/ no-price promotions Activity Index = 2,910		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens				1.59	30	1.59			
" - Toms				1.59	30	1.59			
Frozen - Hens	0.98	90	0.98						
" - Toms	0.98	90	0.98						
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.29 - 2.49	220	2.36						
Frozen	1.38 - 2.49	450	1.93	0.88 - 1.99	700	1.00			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.49 - 2.69	220	2.50						
Rotisserie	5.99 - 7.99	160	7.61	7.49 - 7.99	30	7.63	7.49	80	7.49
Boneless, whole									
Cutlets	3.99 - 4.99	310	4.33				4.54 - 4.99	320	4.73
Cutlets, thin sliced									
Strips							4.99	130	4.99
Tenders	3.69 - 4.49	410	4.09				3.99 - 4.99	320	4.40
Marinated Tenders	3.73 - 4.79	640	3.98	4.79	120	4.79	3.73 - 3.99	430	3.97
Drumsticks	1.29	40	1.29						
Thighs	1.29 - 1.49	40	1.42						
Wings	1.29 - 1.59	30	1.42						
Necks									
Smoked Drumsticks	1.59	130	1.59						
Smoked Wings	1.59	130	1.59						
Smoked Necks	1.59	130	1.59						
GROUND TURKEY:									
Patties	2.50 - 3.50	810	2.83	2.50	20	2.50	2.99 - 3.50	470	3.33
Sausage	1.59 - 2.99	1,070	2.56	2.22 - 2.84	90	2.57	2.05	130	2.05
85% lean	1.92 - 1.99	570	1.96	1.91 - 1.98	60	1.94			
93% lean	2.07 - 2.84	1,290	2.50	2.08 - 2.87	380	2.76	2.00 - 3.19	590	2.71
Breast (99-100% lean)	3.07 - 4.61	850	3.87				4.00 - 4.99	440	4.53
Rolls (frsh/frz 1 lb.)	1.67	130	1.67	1.39	20	1.39	1.49	10	1.49